



# GreenChoice<sup>TM</sup>

**Austin's Renewable Energy Alternative**



# Austin Energy

- ◆ Municipally-owned electric utility
- ◆ Serves more than 700,000 population
- ◆ Area > 400 sq. miles





## Customers

- 26% of energy sold to residential
- 70% to commercial
- 4% to municipal





# Generating Sources

- ◆ 3 gas and oil-fired plants 1670 MW
- ◆ 1 coal-fired plant 570 MW
- ◆ 1 nuclear plant 400 MW
- ◆ Purchase 89 MW of wind
- ◆ Purchase 8 MW landfill methane power
- ◆ Purchase 1 MW of Hydro



# Conventional Generation Mix by MWH

- ◆ Coal 39%
- ◆ Nuclear 27%
- ◆ Gas/Oil 34%





# GreenChoice™ Background

- ◆ City Council Resolution: **Goal of 5% Renewable by 2005**
- ◆ Formula for paying for renewable energy:  
**Cost exceeding Avoided Cost =  
Green Pricing Premium + payment from  
net income (early adopters only)**



# **GreenChoice<sup>TM</sup>**

## **Why?**

- ◆ Many customers are concerned about impact of power generation on the atmosphere and climate
- ◆ Customers want to hedge against fuel price inflation



# **Renewable Source Selection Background**

- ◆ RFP issued Jan 1999
- ◆ Received 12 proposals: wind, solar, PV, solar thermal, landfill methane, geothermal, biomass
- ◆ Selected wind and landfill methane





# GreenChoice<sup>TM</sup> Renewable Sources

- Wind 81%
- Landfill methane (18 % of MWH)
- Photovoltaics and Hydro (1% of MWH)

Total GreenChoice energy  
supply = 225 million kWh / yr





# Wind

## Pros and Cons

- ◆ Least expensive
- ◆ (per kWh)
- ◆ Little firm capacity
- ◆ Transmission adequacy risk
- ◆ Public acceptance-fairly high





# Landfill Methane Pros and Cons

- ◆ 40% more expensive than wind energy
- ◆ Very high firm capacity
- ◆ Public acceptance-moderate





# Solar Photovoltaics

- ◆ Most expensive (about 7 times cost of wind)
- ◆ Fairly high firm capacity
- ◆ Public acceptance - extremely high





# How GreenChoice<sup>TM</sup> Works

- ◆ All customers eligible
- ◆ Subscribers pay a fixed GreenChoice charge in place of a fuel charge that fluctuates depending on market prices of coal and gas
- ◆ Green Choice charge = 2.85 cents per kWh
- ◆ Fuel Charge is currently 1.77 cents per kWh
- ◆ Commercial customers receive recognition proportional to level of participation



# Promotion and Marketing

- ◆ Stories in utility bill inserts
- ◆ Ads in local newspapers
- ◆ Billboards
- ◆ Customized presentations to businesses
- ◆ Speaking engagements
- ◆ Letter from environmental groups to their mailing list
- ◆ TV commercials
- ◆ Theatre Slides





## Our Innovation is Powered By the Wind

Texas Electric Transmission became the first in North America to achieve over 90% by design generated from the wind. It's the way we think.

With 100,000 kilowatts of renewable energy, we will produce enough to run the entire state. For a greener, financially sounder, and safer future. That's why we're making the most significant investments in the world to help us safeguard the environment while we're building a more secure future. It's the way we think.

Texas Electric is the world's largest supplier of new wind turbine generating equipment, which is used to produce electricity. As we build a more secure and efficient, the electrical system will be able to handle it. It's the way we think.

Find out how we think at [www.austinenrg.com](http://www.austinenrg.com) or call 800-455-4565.

GreenChoice



www.austinenrg.com





## AMD Means Green.

AMD's passion for environmental concerns inspires us to be one of the region's largest industrial users of "green power" through Austin Energy's GreenChoice program, we're spearheading the use of non-traditional energy resources, powering our energy-efficient facilities using solar, wind, and biomass solutions. And what's good for the environment is good for the people who live in it.

Join us and enroll in GreenChoice. Visit [www.austinenergy.com](http://www.austinenergy.com) or call 365-3653.

**GreenChoice**



Austin Energy, the green leaf logo and GreenChoice are trademarks of Austin Energy.



## At Ambion, Our Eye is On the Future

Since 1999, we have provided scientists with innovative molecular biology-based tools to speed the progress of medical and life sciences research worldwide. In our own community, we contribute to Austin's quality of life by recycling, conducting waste management programs and powering our Austin facility entirely from clean renewable energy sources.

Over the next year, our participation in GreenChoice will eliminate 807 tons of emissions from the air we breathe. Join us! Enroll in GreenChoice by visiting [www.austinenenergy.com](http://www.austinenenergy.com) or call 555-3651.

**GreenChoice**



Austin Energy is a member of the AES family.



## BAE SYSTEMS Cares About Quality of Life in Austin

BAE SYSTEMS has a long history of caring about the Austin community. You may not recognize us, because when we were organized in 1922 by a group of University of Texas professors, we were the only major company designed to solve problems in Austin. And in two more than 90 years, we've come a long way since then, but one thing remains the same — our commitment to our community — from participation in education to the use of clean pollution-free energy. We are proud to be an active part of a great city and to be a GreenChoice Corporate Champion for clean air, clean the team!

Join the GreenChoice by visiting [www.austinenrg.com](http://www.austinenrg.com) or call 1-800-261-1.

GreenChoice



[www.austinenrg.com](http://www.austinenrg.com)



# **Status**

**(as of July 13, 2001)**

- ◆ GreenChoice launched mid-Jan 2000
- ◆ Began billing April 2001
- ◆ Over 11,000 residential customers enrolled
- ◆ 22 large commercial subscribers
- ◆ 150 small businesses
- ◆ Green Energy = 293 million kWh/yr.



# Corporate Champions

- ◆ Samsung
- ◆ Advanced Micro Devices
- ◆ IBM
- ◆ 3M
- ◆ Fisher Rosemount
- ◆ Solectron
- ◆ Hyatt Hotel
- ◆ Four Seasons Hotel
- ◆ La Quinta Inns
- ◆ Heart Hospital
- ◆ State Farm Insurance
- ◆ Texas Natural Resources Comm.